

## Abstract

In order to disclose a structure, which performs the functions of a structured, organic, electrically conductive, transparent electrode and an orientation layer, a cost-reducing and time-saving method for producing such a structure, and uses of this structure, the invention proposes a layer on a substrate, which layer contains an organic, transparent, electrically conductive material and which has a preferred orientation, a method for producing such a layer, in which a transparent, electrically conductive layer is produced and oriented on a substrate, and a use of such a layer as a combined electrode- and orientation layer in LC displays.